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REMARKS

Reconsideration of this application and withdrawal of the rejections set forth in the Office action mailed October 4, 2005 are requested in view of this amendment and the following remarks. New claims 91-98 have been added and are fully supported by the original specification at least at page 11, line 21 to page 12, line 2 and at page 13, lines 15-17. No new matter has been added. After entry of this amendment, claims 1-14, 18-23, 30, 37-40, 55-61, 73, 76, 77, and 90-98 will be pending.

Claim Rejections – 35 U.S.C. § 102

Claims 1-12, 19-23, 30, 37-40, 55-61, 73, 76-77, and 90 were rejected under 35 U.S.C. § 102(e) as being unpatentable over U.S. Patent Application Publication No. 2004/0226042 to Ellis ("Ellis"). Because the cited reference fails to disclose, teach, or suggest the subject matter of the present claims, Applicant respectfully submits that the rejection be withdrawn.

Ellis teaches that a set-top box "may re-proportion (i.e., shrink) the amount of screen area used by current program 77..." (Ellis, para. 54.) However, Ellis does not teach an amount for which the screen area should be re-proportioned. Additionally, the drawings presented in Ellis only show a program guide display superimposed on a video screen (Ellis, Figs. 6A-8) without providing any illustrations or teachings as to how the program guide display should be presented if the screen area used by the current program is re-proportioned.

Independent claims 1, 19, 38, and 56 of the present application disclose that the first video content is reduced in size and displayed on a first portion of the display occupying a major portion of the display. Ellis does not teach a first portion of the display occupying a major portion of the

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display. Also, dependent claims 18, 37, 55, and 73 disclose that the first portion of the display is approximately 80% of the display. Not only does Ellis fail to disclose that the video content is reduced to a first portion occupying a major portion of the display, particularly 80% of the display, but Ellis also fails to give any amount to which the video display should be re-proportioned. Therefore, Ellis does not anticipate independent claims 1, 19, 38, and 56, nor does Ellis anticipate any claims depending therefrom.

New claims 91-98 are also not anticipated by Ellis. Independent claims 91, 93, 95, and 97 disclose a request for supplemental information comprising a command to display message information. Claims 92, 94, 96, and 98 depend from claims 91, 93, 95, and 97, respectively, and disclose that the message information comprises advertising information. While Ellis mentions that transmitted program information may include advertising information (Ellis, para. 44), Ellis does not teach issuing a command to display message information, nor does Ellis teach issuing a command to display message information that comprises advertising information. Therefore, Ellis does not anticipate new claims 91-98.

Claim Rejections – 35 U.S.C. § 103

Claims 13, 14, 18, 37, 55, and 73 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ellis. For the same reasons discussed above, these claims are patentable over Ellis. Additionally, Ellis does not teach the extent to which the screen area may be re-proportioned, and it would not be obvious to one skilled in the art that first video content would be reduced to a first portion occupying a major portion of the display. Ellis only mentions re-proportioning the display (Ellis, para. 54) without teaching or providing illustrations as to how any

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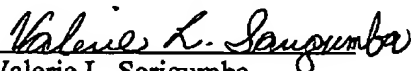
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particular amount of re-proportioning would be desirable or undesirable. One cannot assume or render obvious that reducing video content to a first portion occupying a major portion of the display would necessarily be desirable, as another system may exist for which it would be desirable for video content to occupy a minor portion of the display. For the same reasons, referring to claims 18, 37, 55, and 73, it would also not be obvious to one skilled in the art to reduce the video content to a first portion that is approximately 80% of the display.

CONCLUSION

In view of the foregoing amendments and remarks, Applicant respectfully submits that the claims now presented in this application define patentable subject matter over the cited prior art. Accordingly, reconsideration and allowance of the application are requested. If the Examiner feels that a telephone interview could expedite resolution of any remaining issues, the Examiner is encouraged to contact Applicant's undersigned representative at the phone number listed below.

Respectfully submitted,


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